

Biography

Linda C. Spalla

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Beginnings

Southern born and Southern bred, Linda grew up in Anniston, Alabama and graduated from Jacksonville State University where she majored in English, minored in piano and earned a B.S. degree in Secondary Education. She was *Magna Cum Laude* of her 1969 graduating class.

Early career

Green behind the ears, right out of college and newly married to a Methodist preacher, Linda taught high school English for Atlanta Public Schools for three years in the early 70's. She moved to Huntsville in 1972 where she became mother to her first child.

From rags to riches!

Shortly after returning to Alabama, she became a divorced, unemployed mom and frantically sought employment. She began as a secretary at the CBS affiliate in Huntsville, WHNT-TV. Her ensuing 25-year career at the television station spanned an array of jobs including account executive, Local Sales Manager, Director of Marketing and finally President and CEO for the last eight years. She retired in 2000 and began her writing career.

Amid a very busy, stressful job, Linda remarried and had her second child. She wore the hat of Super Woman, juggling the many roles and tasks of being working wife and mother in a very demanding, stressful profession.

Career has been her gold nugget; relationships with her employees her prize jewels. She believes passionately that she has something vital to say to women of all ages and stages about the qualities of leadership she has discovered along her path. And most of these traits are undeniably a part of the feminine mystique. Linda believes in capitalizing on these attributes and taking them to the highest level of productivity.

Other Works

She has published poetry in several regional publications and has written a second book called *Plain Powerful Poems*.

Points of Interest

She is a golfer, a snow skier, a writer, and a mentor each week to three women. She has danced competitively, walks daily and believes very passionately in staying physically

fit. She is a ball of energy, which exudes enthusiasm and inspiration. She is an experienced public speaker and talks to groups whenever she gets the chance about her career, about leadership, and about women in business.

She is active in Rotary, the Chamber of Commerce Leadership Program, the 2003 chair of the United Way Board of Directors, serves on boards for the Women's Economic Development Council Foundation, Crestwood Medical Center, Crises Services of North Alabama (an organization for the prevention of domestic violence), Burritt Museum and has done fund-raising throughout the community for various initiatives. She is busier now as a retiree than ever before!

Leading Ladies

Short Review ***Leading Ladies: 30 Tips for Dynamic Female Leaders***
By Linda Spalla

For Immediate Release:

As a young mother in the 1970's, Linda Spalla found herself divorced and jobless in north Alabama. In scrambling for a way to feed her child, she also found a groundbreaking career in the hectic world of local television. Over twenty-five years, Linda worked her way up from an entry-level secretarial position to become president and general manager of WHNT-TV; the CBS affiliate station in Huntsville, Alabama. In the early 1990's, she was one of a handful of female managers of CBS affiliates in the United States, and the only one in the deep South. Leading WHNT, she grew also into a respected leader in her community and her industry. Now in her breezily readable new book, ***Leading Ladies*** Linda shares her unique perspective on being all the woman you can be while making it in a TV-man's world. It's a must-read for women leaders and aspiring leaders, and for the men who live and work with them.

Leading Ladies will be available for purchase in mid-April, 2003 at local bookstores and on the web at <http://www.lindaspalla.com>.

Linda is also available for speaking engagements. Previous audiences have found her to be an energetic, inspirational, and humorous speaker as she shares her life in the world of local television and the leadership tips she has learned. Please send booking requests to linda@lindaspalla.com.